

American

CATTLE **PRODUCER**

THE CATTLEMAN'S BUSINESS MAGAZINE

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Rest-Rotation
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The Cattle

SEPTEMBER
1961





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Mid-South Fair, Memphis, Tenn., Sept. 22-30
Southeastern Fair, Atlanta, Ga., Oct. 2-7
Pan American Livestock Exp., Dallas, Oct. 7-15
American Royal Livestock Show, Kansas City, Oct. 13-21
South Texas State Fair, Beaumont, Tex., Oct. 23-28
(National Santa Gertrudis Show)
Royal Agricultural Winter Fair, Toronto, Canada, Nov. 10-18
International Livestock Exp., Chicago, Nov. 24-Dec. 2

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American CATTLE PRODUCER

THE CATTLEMAN'S BUSINESS MAGAZINE

VOL. 43, NO. 4 SEPTEMBER, 1961

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The Cover Picture

Typical of the scenes cattlemen will see when they go to the Tampa, Fla., convention of the American National Cattlemen's Association Jan. 24-27 are these Angus cattle in the southern climate. (American Angus Assn. photo.)

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Keep Working For 'Better Beef' Goals

THE AMERICAN NATIONAL Cattlemen's Association has had probably more comments—all favorable—on the recent Coordinated Beef Improvement Conference in Fort Collins, Colo., than on any event it has staged.

Sponsored by the American National, Colorado State University and the American Society of Animal Production, the conference was attended by some 350 top industry leaders, stockmen, feeders, retailers, processors, research men, USDA officials and marketmen.

* * *

TYPICAL of more than 100 commendatory letters received are these:

"I am confident the impact of it (the meeting) will be felt by the industry. Any time an organization as large and influential as the American National participates in such a meeting, it immediately takes on some stature and some prestige which in itself is good for the industry..."—J. C. Miller, Oregon State College.

"I enjoyed the meeting you sponsored at Fort Collins. It was certainly handled in a very smooth order and the content would certainly rate as tremendously high-grade ore. I got a lot out of it..."—Charles Hughes, Armour and Company.

"I thought the meeting was especially well planned and that it couldn't have been more interest-provoking than it was. It was a pleasure to have a part in it..."—Cliff Hansen, Jackson, Wyo.

"I have received the report of the beef conference... and I am impressed with its comprehensive coverage of the meetings..."—A. E. Darlow, Oklahoma State University.

"You had a fine Coordinated Beef Improvement Conference. It was well planned and I don't believe I ever attended any meeting where I heard so much favorable comment... Would you please send me a complete folder on all the talks?"—W. D. Farr, Greeley, Colo.

(A limited number of the proceedings are available at \$2.50 a copy. Write to American National Cattlemen's Association, 801 E. 17th Ave., Denver 18, Colo. The July American Cattle Producer contained a summary of the conference, Page 6.)

* * *

THE PAST SEVERAL ISSUES of ACP have carried articles about the conference. If we seem to be belaboring the matter, it is because we want to keep the subject of better beef and ways to attain that goal before all the segments of the cattle and beef industry.

There are steps that can be taken. For instance, the cattleman and feeder could well find it profitable to follow his cattle through the feeding process and into the cooler, with exact information at each step. A number of packer representatives at the Fort Collins meeting said they would be glad to cooperate in this.

Tying in with the beef improvement campaign are the studies of the American National special beef

grading study committee, attempting to find ways to improve our present federal grading. (See the report of beef grading in the August ACP, Page 12.)

* * *

THE MEETING at Fort Collins was a big success, and much good should come of it. But the enthusiasm for furnishing the consumer with even a better product in beef must be continually renewed. That will make for faster progress.

* * *

Convention Extras

WE HAVE ASKED the Tampa Chamber of Commerce to give us a run-down on tours offered for those attending the American National Cattlemen's Association meeting in Tampa Jan. 24-27.

Here are some of the tours available—by car, plane, cruise ship or bus:

Typical package tours to Nassau for three days and two nights including plane ticket, room, two meals a day and sightseeing are available for \$101.26 per person. A smiliar package for six days and five nights in Jamaica is available for \$204.50 per person, or for tours to Bermuda for five days and six nights for as little as \$229.95.

Several cruises on the Caribbean are offered. One, a six-day cruise with several ports of call is available for \$265 and up; another that goes 10 days has a starting price of \$395 per person.

Grayline bus tours are available to nearby Sarasota, Bok Tower and Cypress Gardens. The Sarasota tour includes a visit to Lido Beach and the Ringling Home and Sarasota Jungle Gardens.

Tours are available to Weeki Wachee Springs which feature an under-water theater. Gulf beaches are a 40-minute drive from Tampa.

* * *

IF YOU ARE GOING to the Tampa convention, may we urge you to get your room reservations in as soon as possible? Reservations already number more than 1,000. Write to Ralph Chapman, Tampa Chamber of Commerce, P.O. Box 420, Tampa 1, Fla. Complete information on tours can also be had from the same source.

* * *

Cooperation Pays

LAST SPRING when it became evident that beef would be in burdensome supply, the American National Cattlemen's Association asked retail outlets through their various organizations to give beef an extra push at the retail counter.

The stores responded immediately, and they have featured beef on every possible occasion. For example, here in Denver one of the larger ones prominently featured beef in its food advertisements for four solid weeks in August.

We believe this is a splendid illustration of the cooperative attitude that exists in the various branches of the industry—an attitude which we commend highly, and obviously one from which everyone—producer, retailer and consumer—benefits.

SAVE UP TO 8¢ PER TABLET



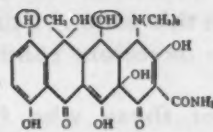
Now you can get the best scours protection available, and save up to 8¢ per tablet when you do—with Terramycin* Scours Tablets in this new 24-tablet economy pack. Each tablet is actually up to 8¢ less than if you buy 'em in the regular 4-tablet size. And, you'll save even more—up to 10¢ per tablet—with the big 100-tablet jar.

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The Lookout

**ECONOMY SHOULD CONTINUE UPWARD
GRADUALLY THIS YEAR, FASTER NEXT YEAR**

A gain in cattle population to about 98.1 million head by Jan. 1, 1962 is expected by USDA. This would be one million over the Jan. 1, 1961 figure. Expected calf crop is 39.6 million, 1% above 1960. In the past three years cattle numbers have climbed 6.5%; population 5.1%; beef production 14%. As a result, per capita consumption of beef has gone up from 80.5 pounds in 1959 to an estimated 86 pounds in 1961.

Cattle feeding will continue large, close to a year ago, says USDA. Third quarter marketings of fed cattle are expected to be about 3% larger than a year earlier. Cattle slaughtered in commercial plants numbered about 3% over and calves about 3% under the first seven months of 1961 compared with the period in 1960, but increased weights turned this into a 5% gain in beef. Cow slaughter the first half of the year was 5% smaller.

Results of drouth in the West will be an important factor in the outlook for the rest of 1961, says USDA.

Other outlook sources say we won't see any sizeable movement of drouth cattle this year because late rains improved conditions in northern and southwestern plains areas. These observers find it difficult, however, to see a definite pattern for feeder cattle prices because of the new feed grain program. But aside from the drouth, the USDA points out that during the past 10 years the average price decline for good 500-800 pound feeder steers at Kansas City during August to December has been about \$1.50 per 100 pounds.

Hog slaughter will probably edge ahead of the 1960 rates in coming weeks and then continue above a year earlier this fall. Hog prices, which have been at 1960 levels this summer, will probably decline seasonally and be below last fall's prices.

Business conditions have improved, according to observers: Industrial production is almost back to its pre-recession peak. Income is running higher. Construction activity continues strong and inventory buildup is under way. Industrial production has had more than a seasonal gain. Steel activity is at a seasonal low and sales of automobiles are below those of 1960. But there is a sharp gain in housing starts. Government spending continues to rise. Inventory investment has picked up. Consumer spending has shown more than seasonal gains. Consumer prices are up slightly.

Taking all aspects of the economy, conclude these observers, there is reason to believe the economy will continue an upward trend—a gradual upward trend the rest of this year, maybe a little faster next year.

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and seasonal protection against shipping fever

Blacklegol® "S"

long term protection against blackleg and malignant edema



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Improved Method Of Grazing On Sunflower Range



Gold Creek District Ranger George Zugger compares sprayed wyethia in his right hand with an untreated plant in his left. The Forest Service sprays the resting pasture with herbicide to control wyethia and sagebrush and make room for good forage plants to grow. (Forest Service photos.)

By Gerald F. Horton
Range Staff Officer
Humboldt National Forest

THE ADOPTION of a new rest-rotation type of range management program on the 17,000-acre Sunflower Flat grazing allotment of the Humboldt National Forest, in northeast Nevada, is a real step forward in range management.

It represents a continuing effort on the part of livestock owners and national forest officials to place in good condition all areas of range suitable for grazing of domestic livestock on the forest. It is the aim of this program to improve the range so that increased grazing capacity may result.

THE SUNFLOWER FLAT cattle allotment is approximately 85 miles northwest of Elko, Nev., on the Gold Creek Ranger District. Located in relatively flat country at about 7,000 feet



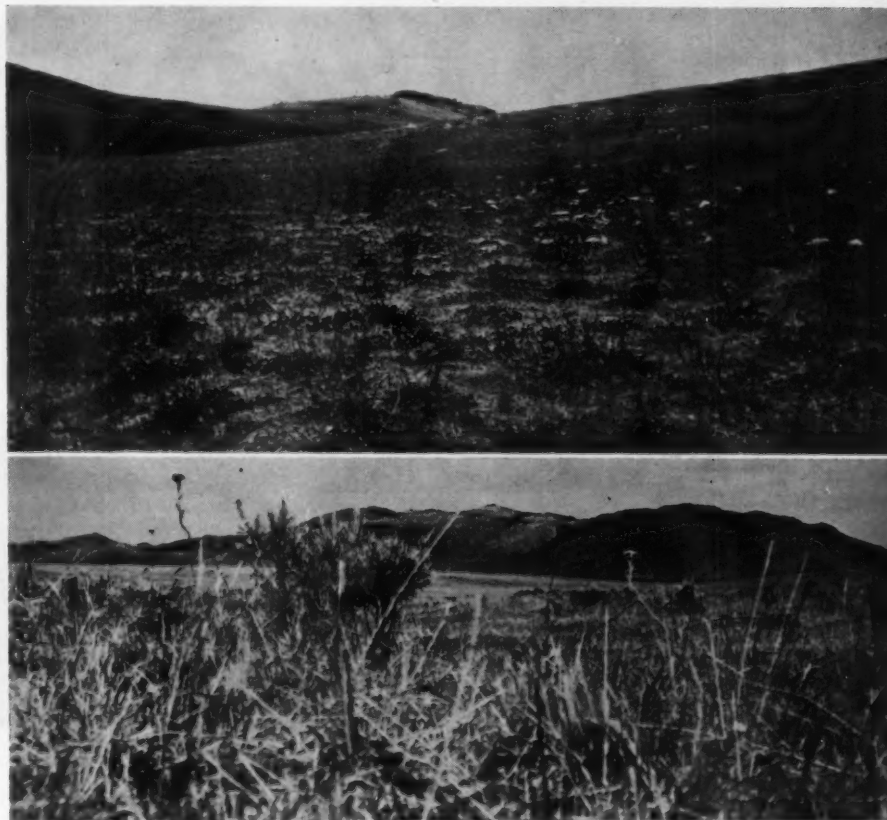
Part of the Sunflower Flat cattle allotment north of Elko, Nev. Flatlands and gently rolling slopes like this are best suited to rest-rotation grazing.

elevation, the allotment has been divided into four pastures of about 4,000 acres each. The program calls for a rotation system whereby one pasture will have complete rest each season, and grazing use will be confined to the other three pastures. It was first tried out on this area in 1960.

The rest-rotation system of grazing has some definite advantages. When confined to smaller pastures cattle are forced to distribute themselves fairly uniformly throughout the unit being grazed and utilize the forage quite evenly.

THIS IS IN CONTRAST to usual practices under open range conditions where cattle tend to confine themselves mainly to the most accessible parts of the range, such as meadows and flats along the stream bottoms. On these areas they exercise a high degree of forage selection, often overgrazing the

Wyethia control by herbicide has been very effective on the sunflower pasture now undergoing rest. Fescues and other grasses will then move in as shown in lower picture.



choice plants while carefully avoiding poorer forage plants. When the entire allotment is grazed at once, cattle often overuse the most accessible range, leaving other parts of the area underused or entirely ungrazed.

The rest-rotation system also permits the vegetation in the two pasture units grazed last each season to ripen and produce seed. Then, when the cattle are turned into these late units, they knock off much of this ripened seed and trample it into the earth. Thus, by means of this natural reseeding process, the future thickening of the grass stand is being provided for. From a strictly physical standpoint, the system is also a boon to the rancher permittees. Obviously, it is much easier to ride herd on cattle scattered over 4,000 acres of range, rather than on 17,000 acres under the old system.

THE SUNFLOWER FLAT allotment grazing plan was patterned after a rest-rotation system started as an experiment in 1951. This experiment is still being carried forward on the Harvey Valley cattle allotment of the Lassen National Forest, west of Susanville, Calif. The substantial increase in forage production on the Harvey Valley area resulting from the new system is impressive. It is expected that the Humboldt National Forest adaptation will be equally successful in producing more forage.

In dividing the grazing allotment into four pastures the Forest Service

IMPARTIAL EXPERTS in range management have recently looked over the Sunflower Flat and all are enthusiastic over its possibilities for improvement in condition and forage production.

Among these is Fred B. Harris, well-known range consultant of Elko, Nev. After a trip over the Sunflower Flat allotment in the summer of 1960, Harris made the following comment in a letter to the supervisor:

"The Forest Service demonstration at Gold Creek is convincing evidence that the carrying capacity of ranges can be improved by employing techniques of good range management.

"It is clearly noticeable that the 'rest-rotation' system has accomplished more even distribution of cattle over the range, with less burdensome use of creek bottoms and the areas around developed waters. Better utilization of the less palatable grasses and lighter utilization of highly palatable forage species is also evident.

"This demonstration bears watching by ranchers, rangers and range managers. But, better still, I think this good range management practice bears more doing."

FOREST SUPERVISOR Wilford L. Hansen feels optimistic about the possibility of gradually increasing forage conditions on these rest-rotation range allotments. Improved forage conditions will be translated into more pounds of beef.

rest-rotation systems on other parts of the Humboldt National Forest. The system will soon be extended to two more grazing allotments in the area.

* * *

(Dudley Campbell, secretary of the American National Cattlemen's Association, spent several days recently with Forest Service men and permittees visiting a number of allotments. His report follows.—Editor.)

A similar rest-rotation method is being practiced on the Green Mountain allotment on the Pole Mountain district of the Medicine Bow National Forest in Wyoming.

Three years ago, on these 8,818 usable acres, two alternatives faced the Forest Service and the users. One was a 50% cut in stocking; the other the installation of fences and rotation grazing. Now, after choosing the latter course and three years' time, the area has made a tremendous comeback.

Prior to the rotation system, the lowlands and meadows were grubbed out and undesirable species were prevalent. Now the meadows are lush and more use is being made of the slopes.

Likewise, on the Freeze-Out allotment on the Big Horn Forest, a four-pasture rotation system has recently been initiated. This allotment carries in excess of 1,600 cattle for about three and a half months. At the time we were on the allotment, they were experiencing their second year of exceptionally dry conditions. But even so, the pastures were in reasonably fair shape.

There are many factors to take into consideration in the rotation system. One is the water distribution for efficient use of each pasture and another is the cost of fencing, which on some allotments might be prohibitive. It is our understanding that the usual procedure is for the Forest Service to provide the posts and wire and the permittees provide the labor.

On the Pole Mountain allotment the users were due for a 50% cut. Here, it was encouraging to learn, not only did the rotation method forestall the cut but after three years of rotation grazing the Forest Service was considering an increase in the number of head grazing the allotment.

Beef and Veal Imports Up 18% This Year

Imports of beef and veal into the United States for the first six months of 1961 totaled 284,048,000 pounds as against 240,867,000 pounds in the first half of 1960, up 18 per cent. Mutton imports were up from 20,565,000 in 1960 to 27,528,000 pounds; lamb from 7,432,000 to 7,809,000. Pork imports totaled 89,181,000 pounds in the first half of 1960 and 84,035,000 pounds for the period in 1961.

Cattle imports (including cattle for breeding) were 388,361 head in the 1960 period compared with 380,805 in the first half of this year.



Factors in the uniform distribution of stock are construction of new watering ponds, improved salt distribution and smaller grazing units which are grazed by a rest-rotation system.

built nearly 17 miles of drift fence in 1959. With the assistance of Earl Presnell, one of the permittees on the Sunflower Flat allotment, 38 new stock water ponds were built in the form of scooped-out earthen tanks, to catch and store water from rain or snowmelt. In addition, each pasture will be sprayed with herbicide during its rest period to control sagebrush and yellow-flowered wyethia. The control of these plants should increase the production of the better forage plants. Spraying began in June 1960 and was completed a year later.

Supervisor Hansen stresses the fact that over most of the Humboldt National Forest the Forest Service has received excellent cooperation from the stockmen permittees. He observed that with keener competition among stock-raising areas over the country, it will be necessary for western stockmen to pay more and more attention to the kind and quality of forage on their ranges. This, of course, applies not only to forest ranges but also to privately owned rangelands.

Present Forest Service plans call for the eventual establishment of similar

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WHAT ABOUT COLLEGE COURSES



By
Robert M. Finley

IN RANCH MANAGEMENT?

FOR THE PAST FOUR YEARS the Department of Agricultural Economics at the University of Nebraska has offered a course in ranch management (Agricultural Economics 104). The course is designed to fulfill the needs of those students whose training should include an introduction to economic principles applied to ranching. In general, the course has been well received by both non-majors and majors in agricultural economics.

In the fall of 1960 a survey was made to learn more about the status of teaching ranch management in departments of agricultural economics at colleges in other plains and western states. Usable replies were received from 16 of the 17 land grant institutions and from three state schools with agricultural curriculums. This paper summarizes some of the findings of the survey of the 19 institutions.

TO THE QUESTION, "Do you teach a course whose content is specifically the economics of ranch management?" the following replies were received:

Yes	7
No	9
Qualified yes	1

Among schools stating that no course was offered, one indicated that a ranch management course which was offered for over 20 years had been discontinued in the mid 1950's. One school included in the negative listing will offer a ranch management course for the first time in 1961.

There was a wide range in initial offering dates of the ranch management course. At three schools it was first offered in the 1930's, and in three other institutions the starting dates were 1949, 1958 and 1960. One school did not indicate the starting date.

Considerable variation in annual enrollment was indicated among the seven schools offering a ranch management course. The range was from 7 to 75 with an average enrollment of 33. The

The author is assistant professor, Department of Agricultural Economics, College of Agriculture, University of Nebraska, Lincoln.

enrollment was composed predominantly of seniors. The average breakdown by classes was as follows:

Juniors	22%
Seniors	68%
Graduates	10%

There was a slightly larger average percentage of farm-reared as compared to ranch-reared students enrolled in ranch management courses. In addition it appeared that the course attracted a considerable number of students who were not reared on a farm or ranch. The backgrounds of students enrolled were as follows:

Farms	38%
Ranches	36%
Other	26%

ALTHOUGH TAUGHT in the agricultural economics department, the course apparently services mostly non-majors, animal husbandry majors predominating. This is logical since the course usually concerns itself with specialized range livestock economics. Whether the course was elective or required was not determined by the questionnaire.

Major field of study of students enrolled in ranch management:

General Agriculture	13%
Animal Husbandry	32%
Agricultural Economics	25%
Agromony	5%
Vocational Education	16%
Other	9%

Several texts were used by instructors in the ranch management courses. Six of the seven instructors stated that the texts were inadequate. Common criticisms of the texts were: Corn Belt orientation, lack of micro or firm level approach, and overemphasis on public land policies.

(Microeconomics has to do with analysis of market pricing as distinguished from macroeconomics which deals with the big picture.—Ed.)

Most instructors expressed the feeling that moderate to heavy supplements to a text were necessary properly to im-

plement the course. Some of the supplementary materials used included: journal articles, state and federal bulletins, various farm management texts, and materials from the Bureau of Land Management, Soil Conservation Service and Forest Service.

When asked if any other courses in the college or school of agriculture considered the economics of ranching, many listed certain animal husbandry, agronomy, range and pasture management, and forestry courses. Four respondents answered with an unqualified "None". Three others left the question unanswered. Four answered "None" but with qualifications. Certainly most of the answers must be considered subjective, depending basically upon the breadth of interpretation of "economics" and the respondent's knowledge of the content of other courses in the college of agriculture.

ALL 19 INSTITUTIONS indicated that their courses in farm management did deal with certain aspects of ranch management. Instructors were asked to estimate the percentage of the farm management course devoted to applications of principles to ranch problems. Unfortunately there can be wide interpretation of the meaning of "applications of principles," and different interpretations may be placed on the definition of a ranch. However, the simple average of 21% was an indication that ranching receives considerable treatment.

When asked the background of students enrolled in farm management the following average percentages were given:

Farms	62
Ranches	21
Other	17

It may be coincidence, but the average percentage of students from ranches enrolled in farm management courses corresponds to the percentage of the course devoted to ranching.

Regarding the feasibility of a ranch management course, three respondents at schools not offering the course saw a

definite need as indicated:

"There is a need for such a course but at present it is a combined course."

"Ranch management would be a useful course provided you have a man with ranching experience to teach it."

"... a course in ranch management or livestock economics is needed as a service course for animal husbandry, vocational education, or other majors. The value of a course in ranch management is in the applications of economic principles to ranching. Many students need this application directly to their field of interest."

Several responses indicated that a specific course in ranch management was not necessary. Some reasons were:

"Our principles course is designed to be general in nature so that application is made to either farms or ranches."

"Production problems in livestock operations are based on general economic principles; only estimation of scale return on ranches could be unique."

"Not needed because problems of ranch management are so similar to problems of farm management."

Lack of students was another reason for not offering the course:

"Not enough students ... to justify such a course."

"The ranching conditions are rather variable so that it is not advisable to be specific in ranching problems especially when one considers the small number of students coming from ranches."

Two replies expressed some need for a ranch management course through media other than the college classroom:

"Unless students insist upon specialization it (ranch management) should be relegated to 'short course' status."

"Ranch management schools will be offered through our extension program upon the request of county agents."

EVALUATION—In general, schools offering a course in ranch management appear to be satisfied with it. The lack of an adequate text appears to be a major problem. Most instructors of farm management could list five or more good to outstanding recent undergraduate texts in farm management. This is not the case in ranch management.

It is the author's feeling that if an outstanding ranch management text were published, focusing primarily on the micro economic aspects of ranching, the existing courses would be strengthened and, further, initiation of new ranch management courses would be encouraged in institutions now expressing a need for such a course. However, an adequate text is a necessary but not sufficient condition for a successful course in the economics of ranching. The instructor of ranch management must not only be trained in economic principles but also must be familiar with western livestock ranching. These are rare birds!

The argument that few students come from ranches, hence there is no need for a ranch management course is a shallow one. If a student plans to be-

come an agricultural worker in the West his training should include something about the important industry of ranching. We do not presuppose that we are primarily training students to be ranchers any more than the primary objective of farm management is to train farmers. The objective is to acquaint students with economic principles applied to ranching in order that they might understand the principles and characteristics of a most important phase of western agriculture.

TO BE SURE, there are bound to be overlaps and duplications in any applied course in agriculture. Certainly, the economic principles of ranching and farming are the same; but the applica-

tions and practical problems are not. Herein is the essence of applied courses.

Recognizing that some duplication in farm management and ranch management courses is unavoidable (and perhaps even desirable), we have partially solved this problem at Nebraska. Our students who have credit (3 semester hours) in farm management (ranch management) can obtain only 2 hours credit in ranch management (farm management). In other words, only 5 hours of credit is given if the student elects to take both courses. In the four years we have offered both courses, relatively few students have chosen to take both courses. Farm management is offered in the fall semester and ranch management in the spring.

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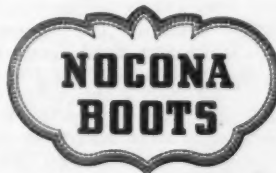
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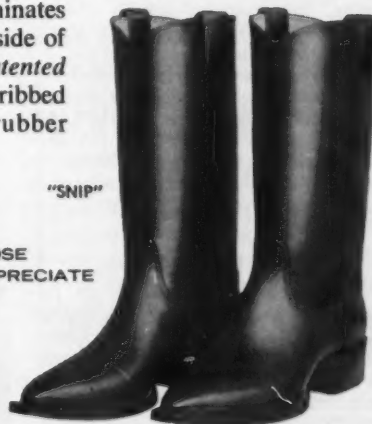
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Senate Okays Wilderness Bill

THE SENATE on Sept. 6 approved the wilderness bill, S. 174, in amended form by a vote of 78 to 8. Action in the House is expected to be put off until next year.

The eight senators voting against the bill were Allott (Colo.), Bennett (Utah), Cotton (N. H.), Dodd (Conn.), Dworshak (Ida.), Schoepfel (Kans.), Thurmond (S. C.) and Tower (Texas).

Senators not voting but who had declared themselves against the bill were Carlson (Kans.), Goldwater (Ariz.), Hickey (Wyo.), Long (La.) and Young (N. D.).

Leading the fight for the bill were Senators Church (Ida.), floor manager, assisted by Metcalf (Mont.) and Humphrey (Minn.).

An amendment offered by Senator Allott calling for affirmative rather than passive approval of Congress concerning additions to a wilderness system was defeated by a vote of 53 to 32.

Retained in the bill was a clause which provides that grazing "shall" continue in wilderness areas where already established. The American National vigorously urged this amendment.

AGRICULTURAL ACT OF 1961—Provides for some expanded use of marketing orders, a wheat program, wool program extension, FHA credit liberalization; P.L. 480 and school lunch program expansion; freer hand for co-ops. ANCA opposed inclusion of possible marketing orders and quotas for cattle in original

bill. Cattle are not included in the new law.

WATER RIGHTS—Both houses have bills recognizing the authority of states over the water within their boundaries. ANCA supports such legislation. Bills are HR 151, HR 5078, HR 5100, HR 5207, HR 5224, S 211.

WATER RESOURCES ACT OF 1961—Bill (S 2246) provides for a water resources council. ANCA urged exhaustive study of effects on state and individual water rights prior to any action.

PUBLIC LAND WITHDRAWALS—A number of bills (S 1757, HR 3342, HR 6377, HR 5252, HR 1785) require withdrawals of public land over 5,000 acres to be approved by Congress. ANCA supports.

RETIREMENT FOR SELF-EMPLOYED—House-passed HR 10 would permit some tax deduction in set-asides for pension plan and apply to those with no more than 3 employees or 4 or more for whom a pension plan is set up by employer. Senate Finance Committee held hearings.

HR 3415 and HR 3798—Would prohibit packers or wholesalers of meat from engaging in retail sales. HR 3415 would also restrict, based on volume of sales or purchase of livestock, buying or selling of livestock to public stockyards. ANCA opposes; insists producers should be permitted to market freely through any channel they choose.

STOCKMAN'S BOOKSHELF

'GOLD AND CATTLE'

One of the Northwest's most prominent cattlemen, Herman Oliver of John Day, Ore., has "put down on paper" the wise and wonderful gleanings of three-quarters of a century in the business of raising fine cattle. With E. R. Jackman of the University of Oregon, a friend of 40 years, as editor, he has written a book called "Gold and Cattle Country," has crammed it with interesting stories and living history and surrounded the whole volume with his faith in the cattle industry and the people who work in it. It's a book of more than regional interest because its subject, the wide, wide West, is told here by a man who knows everything he writes about as personally remembered fact. There's a wealth of pictures, too. (Priced at \$4.50.)

BEEF GRADING

"Beef Muscle Characteristics as Related to Carcass Grade, Carcass Weight and Degree of Aging," USDA Technical Bulletin No. 1231, is a report on a study made by the American Meat Institute Foundation through a contract with USDA. The study demonstrates a posi-

tive and consistent relationship between grade and palatability; that is, tenderness, juiciness and flavor. The study indicated: Higher grades have more of the palatability than lower grades; Federal meat graders' subjective estimate of palatability on the basis of USDA grade standards is just about as accurate as the laboratory measure of uncooked beef; Present grades or analyses are not infallible guides to palatability but no definition on how to improve grade standards was given; Need for additional research.

HAY AND GRAIN SALES

Questions about how producers sell their hay and feed grains in the West are answered in Bulletin 455, "Farm Marketing of Hays and Feed Grains, Western States," published by the New Mexico State University's agricultural experiment station, University Park, N. Mex. The bulletin is based on a study made in eight western states. The study includes information about conditions of sale, location of buyers and price from 5,000 hay and feed grain producers.

MONTANA'S BEEF CATTLE

"Beef Cattle in the Montana Economy" is the title of a booklet put out by the Montana State University, Missoula. It says, of the state's 93.4 million acres, 60% is pasture or range land; in 1959 20,000 farms and ranches reported sales of cattle with probably a third getting all or most of their income from this source; most cattle are sold outside the state; 59 packing houses were licensed in 1959; gross income in 1957 generated by production, processing and marketing of beef was \$162.1 million. \$152.9 million of this resulted from beef cattle production on the state's ranches; packer and retailer margins accounted for the remaining \$9.2 million. Investment in cattle operations is about \$1 billion.

'OLD-TIME COWHAND'

Ramon F. Adams, born, reared and residing in Texas, has written "The Old-Time Cowhand," just released by Macmillan. The book gives vivid testimony to the author's 50-year love affair with the West and all its lore. It dwells with detailed devotion on every facet of a vanishing way of life—from the cowboy himself to his horse, guns, rope, clothing, eating and drinking habits . . . his unwritten code of conduct and his thoughts about such things as women, bosses, rodeos and saloons. The many black-and-white illustrations which further enhance the volume were done by another longtime authority on the West, Nick Eggenhofer. The price is \$7.50.

PRI AND BREEDING

The agricultural experiment station of the University of Nebraska College of Agriculture, Lincoln, has published Station Circular 106, "Principles of Record of Performance in Beef Cattle." The publication provides a summary of the basic principles that should be considered in record of performance programs with beef cattle.

The Nebraska station has also issued Research Bulletin 196, "Improvement of Beef Cattle through Breeding Methods" by Keith E. Gregory, a summary of results from Regional Project NC-1. This project involves the search for new facts that can be used by breeders to improve the inherent productive efficiency and carcass desirability of beef cattle.

GRAZING STUDY

Bulletin 373 of the University of Wyoming's agricultural experiment station at Laramie deals with the "Effect of Grazing Intensity on Cattle Weights and Vegetation of the Bighorn Experimental pastures," which gives the booklet its title.

GUIDE FOR EXPORTERS

Agriculture Handbook No. 217, "Guide for U. S. Cattle Exporters," is available from the USDA. Write James P. Hartman, Acting Chief, Foreign Marketing Branch, Livestock and Meat Products Division, Washington 25, D. C.

Steps Taken To Fulfill New Meat Board Policies

New policies of the National Live Stock and Meat Board were put into practice at a meeting of Board officials with Tennessee livestock and meat industry leaders in Nashville recently.

The Board's expansion into species promotion was discussed, along with the possibility of broader financial support for the Board in the state.

Board spokesmen said that is in keeping with the concept that active programs for support of the Board are necessary at the state level in order to get additional funds to conduct separate promotion projects for beef and pork as well as programs of research, education and information for all meats.

John M. Marble, Carmel Valley, Calif., chairman of the board, said that the financing of species efforts will require an expanded budget, since these efforts will supplement rather than replace the Board's traditional research and educational program for all meat.

Dr. Herrell DeGraff, Cornell University, head of the advisory committee of the Board's program and policy study committee, said the Board's number one job should continue to be the creation of a favorable image of all meat. "No species promotion can do well," he said, "if meat itself does not rank well in public favor and acceptance."

He said the strongest support for the Meat Board now comes from five states in the Corn Belt, but livestock production, feeding and packing have expanded and means must be found to reach a larger proportion of the livestock marketings and slaughter, especially outside the Middle West. He said that effective state and regional supporting units may well be the answer.

Vacationers Travel Less Than 200 Miles From Home

John P. Saylor, representative from Pennsylvania, at the fourth joint meeting of the Outdoor Recreation Resources Review Commission with its advisory council said:

"The remarkable thing is you come to a situation of family vacations and these figures were startling to me: that more than 80% of all the people in the United States who take a vacation, travel less than 200 miles.

"Now if you take this tremendous concentration of people on the East Coast, 80% of them aren't going to go as far as West Virginia, even though they have the finest recreational facilities in the world."

USDA Buys 2.7 Million Pounds of Ground Beef

The USDA in August bought 2,688,000 pounds of frozen ground beef for distribution to schools participating in the school lunch program. \$913,000 was spent for the purchases. Prices ranged from 40.45 to 41.99 cents a pound.



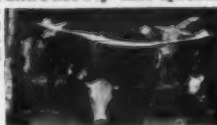
the brand working ranch men wear

A thousand and one chores takes stamina. Lots of it. That's why Lee Riders are there. They're made to take rugged stress and strain, LOTS OF IT! Lee's exclusive cowboy denim is woven of super-tough, tight-twisted yarns . . . wears like saddle leather. Sanforized to keep fit close and comfortable. Guaranteed to insure your satisfaction.

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Insp. in Texas To Be Heard

The authority of the **Texas and Southwestern Cattle Raisers Association** to inspect cattle for brands and other identifying characteristics at posted markets in Texas has been extended to November 1, 1961. The association was notified recently that the authorization was being revoked as of Sept. 1, but the 60-day postponement now allows consideration of an application for continued authority of limited nature which is now pending. Officials of the Texas association contend the inspection service is one of the biggest deterring forces in controlling cattle theft in the Southwest. "The effect of the ending of the inspection service would leave cattlemen at the mercy of cattle thieves and would create chaos in the cattle industry," said Dolph Briscoe, Jr., Uvalde, president of TSCRA.

UTAH

Every year a score or more members of the **Uintah Cattlemen's Association** from Duchesne and Uintah counties in Utah take a tour to learn something of the livestock and other businesses outside their immediate vicinity. This year the bus tour took them to the Denver firms of Swift & Co., Armour's Beef Cattle Improvement Center, Safeway's warehouse, Gates Rubber Co., and the offices of the American National. At Greeley, Colo., the group visited the Farr and Monfort feedlots. Harry Hill, president of the group, reported on information picked up on the tour, which included: Housewives want small steaks from beef weighing 900-1,000 pounds; retailers and housewives complain that prime grade has too much waste fat; consumers are requiring less aging, they seem to like tenderness over flavor; a slow, steady gain is best—gives more interlacing of good fat; more pounds of beef are sold on U. S. markets than pounds of all other farm raised livestock.

ARIZONA

Like many other cattlemen's organizations, the **Navajo Cattle Growers Association** puts out a news letter for its members who run stock on the Navajo Indian Reservation. "We find many items of interest in each issue," says Abbie W. Keith, secretary of the Arizona Cattle Growers Association, "but on Aug. 4 was one apt remark which most cowmen will appreciate:

"Joe Mollohan of Crystal, N. Mex., has been missing the following stock from his range area since April—1 breeding cow, 1 yearling bull, color deep red with curly hair, 1 3-year old bull. If you should hear about or see any of these animals, call Fort Defiance. Mr. Mollohan is especially con-

cerned about his bull, since he won't have a calf crop next year unless he shows up in time."

NEW MEXICO

The third quarterly meeting of the **New Mexico Cattle Growers Association**, to be held at Clovis Sept. 28-29, will take up "the business of ranching." The problem of land values will be a major discussion topic. 300 members are expected to attend. President of the association is John Stark of Deming.

Swift Tenderizer Put on Market

A NEW CORPORATION, ProTen, Inc., has been established to make a patented meat tenderizing process available to the entire meat packing industry and to more consumers in the United States and abroad.

Swift & Company formed ProTen, Inc., as a subsidiary which will license other meat packing companies in the use of the process and provide technical service. Swift scientists have scheduled visits to Hawaii, Australia, New Zealand and European countries to explain the method and to help companies in processing methods.

P. E. Petty, director of Swift, said that "growing demand for ProTen beef is responsible for the decision to make it available on a wider basis."

THE NEW TENDERIZATION method resulted from a scientific breakthrough disclosed by Swift research laboratories a year ago. The unique method by which natural food enzymes are introduced into the circulatory system of cattle before dressing assures uniformly increased tenderness of all beef cuts.

Swift now is producing ProTen in 18 meat packing plants in the United States and Canada and will expand its production as rapidly as possible.

Petty said ProTen means that beef can be cut in different ways to provide an increased amount of top eating quality cuts. Swift's home economists have thoroughly tested all these cuts and have christened 18 new steaks and roasts which the homemaker can prepare with less time and effort and with assured tenderness.

PROTEN PROVIDES approximately 60% dressed beef as top eating quality steaks and roasts, compared with only 30% of beef processed by conventional methods, Petty said.

"For example, consumers can now oven-roast chuck and rump roasts and broil chuck and rump steaks in the way formerly recommended for only rib, sirloin and porterhouse cuts of beef," he said. "And the cooking time is reduced because of the built-in tenderness. Pot roasts take 15 to 30 minutes less time."

The average newborn lobster in its natural habitat has one chance in a million of reaching maturity.

The Public And You ^{By} LYLE LIGGETT

Sometimes it is good to have a look at ourselves through the eyes of another person. Especially when that man is attempting to explain us to strangers...



Lyle Liggett

H. Earl Hodgson, president of Aubrey, Finlay, Marley and Hodgson advertising agency, made the following comments in a recent talk to the American Marketing Association:

"The average American farmer is farming half again as much as he did ten years ago.

"IF HE'S A CATTLE FARMER, one out of six of his beef producer friends has gone out of business in just the last five years. One out of ten hog farmers is gone, one out of three dairy farmers and one out of three egg producers is gone.

"But those that are left, with bigger acreages and better farming methods, are raising 25% more cattle, 40% more hogs, 15% more dairy products, and 8% more eggs. This man and a great many more like him are making more money than they did just five years ago. There are 36% more of them in the \$10,000-and-up class.

"THIS MAN has a fine physical plant which is two-and-a-half times more valuable than it was ten years ago. It includes modern farm machinery, fine buildings, and a growing array of labor-saving materials and handling equipment.

"His livestock is purebred (or of scientifically selected breeding) and his crop-raising methods are the latest. He's a student of such varied and highly technical subjects as chemicals, plant food, and animal health.

"He is also—because he must be—a good bookkeeper. And, since he sells his own finished products, he is a close student of all kinds of markets—grain, livestock, and even stocks and bonds.

"CHANCES ARE he and his family live in a modern farm home. But, political speeches to the contrary, he does not operate a 'family farm' in the old sense of the word. He's a factory manager, businessman, technician. In short, he's quite a man—one that you neither treat lightly nor talk rubbish to."

A hearty amen to Mr. Hodgson's final comment! And our thanks to him for dramatically illustrating to another section of our economy—and to us—what has been happening while, perhaps, our attentions have been diverted to other things. It's good to have a man like this size up the men in the cattle business with accuracy.

This Fall Fifth Year For 'Hunt Amer'ca Time'

A do-it-yourself program to restore landowners' confidence in hunters will be sponsored this fall for the fifth time by the Izaak Walton League. Called "Hunt America Time," the program carries the slogan "Respect Private Property—Save Public Hunting."

Realizing that game is the property of the people but the land on which most hunting is done is private, the League through "Hunt America Time" will urge hunters to be law-abiding, respect the rights and property of others and be careful of fire and firearms. A second part of the program calls for League chapters to call on landowners and ask them to permit public hunting.

The American National Cattlemen's Association and association affiliates are again participating in the program in various ways.

Carlot Meat Report Lacks Funds To Continue

Market News Reports on carlot sales of meat in the Midwest, issued during the past 16 months as part of a research project, were discontinued Sept. 1, says USDA.

Research funds were used during the 16 months to pay for the project and there have been requests that the reports be continued. However, research funds are no longer available.

The reports were put out Wednesdays and Fridays and included prices received by packers at Omaha, Sioux City, Sioux Falls, St. Paul, Kansas City, St. Joseph and St. Louis and points in Iowa and Minnesota—representing the processing of 40% of the nation's meat.

Just So They Keep On Consuming the Beef!

On a recent trip to New York City (the world's biggest beef consuming center) we thought it might be interesting to look up "Cattle" in the Yellow Pages. Here's what we found: "Cattle, See Livestock," which is standard listing in the Yellow Pages. When we thumbed through to that heading we found "Livestock Dealers" with four listings. These were: "All Points Rabbit Farm & Worm Hatchery . . . Hass, Fred S., Registered - Grade, Dairy, Beef Cattle . . . International Livestock Exporters Limited . . . Oppenheimer Industries of Kansas City Inc., Cattle Breeding & Ranch Management." That was all.

170,000 Cattle in Hawaii Run on 522 Ranches

The number of cattle and calves on beef ranches in Hawaii with 10 or more head on Jan. 1 totaled 170,000. Cows and heifers two years and older numbered 70,900. Calves born in 1960 numbered 45,500. Cows bred for 1961 calves numbered 65,400. Cattle kept for milk totaled 20,500. Beef ranches in the state numbered 522.

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If you:

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- Want more hard facts about the BUSINESS end of your cow herd
- and Want to be PAID for both your work and your investment

—THEN, I want to go to work for you!

Our Herd Production Analysis Service is on the move. We're helping more and more cow operators to meet the changes brought on by tougher and tougher business conditions. Put your herd on our original Herd Analyser—a FACT-FINDING herd management tool which helps you get more efficient business control and planning methods into your cow operation.

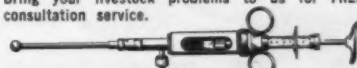
Contract or retainer. Principals only. Outline herd particulars in confidence for quotation. Call or write Bill Smutz, Smutz Systems, 1600 Hudson St., Denver 20, Colorado. FLorida 5-1938.

According to entomologists, horse flies like red cattle better than white ones, stable flies show little preference between red and white breeds, but both stable and horse flies like black cattle best of all.



Parasite infested livestock recover fast after Paritrope treatment. They resume weight-gaining promptly, get back into top condition quickly to produce extra profits. Contains no phenothiazine. Approved for beef and dairy cattle, sheep and goats. U. S. Patented.

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You'd expect to pay up to \$10 more for these handsome pigskin boots with their rich mellow leather and distinctive natural grain. They're scuff resistant and as rugged as they come, yet soft and comfortable as only pigskin can be. Fully glove leather lined, with 12" tops, medium round toe, rubber capped walking heels and flexible oak soles. Natural pigskin color. You'll want several pairs at this low price. Sizes: D widths, 6½-12; B widths, 7½-11.

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Mrs. Jack McClure, Belle Fourche, S. Dak.ACTING EDITOR—Donna Frantz, 801 East 17th Ave.,
Denver 18, Colo.

Contests, Promotion Need Attention Now



Mrs. Garrison

With the hustle and bustle of summer activities and annual fairs over, we can get back to a regular schedule and relax a bit before the fall roundup begins. The continuously busy days on the ranch are what makes the exciting life we all love. I hope the change in temperature brought about by the crisp fall air will also bring a change in the distribution of moisture.

During the lull in regular activities, you will have time to concentrate on our new membership contest. Mrs. Frank Giorgi, Gaviota, Calif., membership chairman, will send you the necessary information.

The attractive new leather contest entry blanks are out. There's a large supply, and the more entries we have the better chance of gaining what we are aiming for—new and different ideas for awards in leather. Let's give every one interested a chance to enter.

Don't forget the Public Relations Contest. It's up to each of us to help make these contests successful by creating enough interest to accomplish our aims.

Plans for Farm-City Week should be near completion. We can't afford to pass up the chance of bettering the relationship between urban and rural people, and especially when well planned program materials are available for your use.

Mrs. McClure has compiled a helpful packet of Beef Promotion materials. There is something to meet all needs and occasions. All the national chairmen are working hard, but their efforts are futile without your cooperation. Your job as a CowBelle, assisting in furthering the welfare of the livestock industry, will be so much more interesting and easier if you make use of all the helpful material which can be obtained from the various chairmen.

Mrs. Robert Clifford, Atkinson, Nebr., president of the Nebraska CowBelles, has been appointed "Beef for Father's

DEADLINE

Deadline is Nov. 15 for entering the CowBelle Public Relations contest. You now have just two months to write up the outstanding projects carried out by your local or state group or by individuals to develop better understanding of the cattle industry and the people who comprise the industry. Entry blanks can be obtained from the Denver office.

Day" chairman for 1962. Because of the tremendous development in the campaign, it has become necessary to start before the first of the year. Best wishes to you, Helen.

If you are a national member in good standing and haven't received your Yearbook, please notify the Denver office.—Azile Garrison, President.

HERE and THERE WITH the COWBELLES

FLORIDA

Florida CowBelle president Evelyn Deriso writes that this is really a convention year. The Florida group will have two state conventions and plans to host the National in January.

Her report to the membership on the very first Florida CowBelle convention held in Clewiston, June 14-15 shows 33 Florida CowBelles registered and 14 new members signed up. The state membership is now 127.

Special guests for the CowBelle breakfast at Clewiston were Marvin Kahn, president, Florida Beef Council, and Mrs. Kahn. He asked that CowBelles help put over next summer's Beef For Father's Day program by following the American National beef promotion ideas. The CowBelle executive committee and directors at their meeting voted to offer year-around assist-



"Outdoor Cookery" is the theme of a film made by representatives of the North Dakota CowBelles at the State University in Fargo. The film, which will be placed in the library of the University Extension Service, shows the preparation of rolled roast, chuck roast, porterhouse steak and skillet meat loaf—with all the trimmings. Shown (l. to r.) are Mrs. Cal Foss, Valley City, beef promotion chairman; Mrs. Ruth Anderson, North Dakota State University Extension Service; Walt Neuens, Bismarck; Mrs. Jim Tyler, Bismarck, president N. Dak. CowBelles; Mrs. Walt Neuens, Bismarck, CowBelle secretary, and Miss Matilda Towne, Minneapolis, Minn., public relations, General Mills. The film will be used by county agents, home economics classes and TV.



The Cascade County CowBelles' booth at the Montana State Fair in Great Falls. Mrs. Willard Gollaher, Cascade beef education chairman (left), and Mrs. Walter Johnson, state CowBelle chairman of beef education, were among the ladies who served tidbits of beef sausage to hundreds of people that visited the booth during the week and tried their hands at identifying pictured cuts of beef; high scorers each day received certificates usable in purchasing beef. The panel of beef cuts was furnished by the National Live Stock and Meat Board to the Montana Beef Council.

ance to the Florida Beef Council.

The next state meeting will be held at Lakeland, Oct. 25-27. Mrs. Sac Diaz, Odessa, will present a prize to the individual CowBelle turning in the most state memberships between June 17 and the October meeting.

NEBRASKA

The Nebraska CowBelles executive board met in Alliance July 14 with Mrs. Robert Clifford, president, calling the meeting to order.

The beef promotion committee reported that the State Fair booth would carry out the theme of the Civil War Centennial, and would have available many new beef recipes and much information on beef.

The public relations committee provided Nebraska delegates to the annual convention of Business and Professional Women's clubs with 250 packets to distribute to delegates from 50 states attending the group's annual convention in Chicago in July. The packets contained beef recipes, postcards, lapel pins and "Nebraska the Beef State" coasters. An additional 200 packets were sent to the Inter-Governmental Council meeting held in Rapid City, S. Dak., in July.

The Nebraska CowBelles award a trip to State 4-H Club Week or a trip to Conservation Camp to the top 4-H team and individual demonstrator at the state fair if the demonstration pertains to the preparation of beef. County winners receive an attractive gold pin. The CowBelles will help any 4-H'r with suggestions on demonstrations, poster material, etc. New chairman of this project is Mrs. Martin Viersen, North Platte.

CALIFORNIA

Mrs. Russell Peavey, president of the California CowBelles, presided at the semi-annual directors' meeting of that group held at San Francisco in August.

Representatives of 22 of the 26 state groups heard reports from each of the standing committee chairmen. Membership chairman Mrs. Jack Probert reported a state membership of 1,715, one of the largest affiliated with the American National CowBelles.

Beef promotion and Beef For Father's Day chairman, Mrs. Edson Foulke, emphasized the importance of starting campaigns earlier. The CowBelles are cooperating with the California Beef Council in distributing materials. Mrs. Foulke also asked each group to have information for the annual report booklet to her by Nov. 1.

Mrs. Frank Giorgi, reporting for scholarship chairman Mrs. John Guthrie, reported that leather plaques will be presented to recipients of the two

\$100 scholarships awarded annually in the state. Mrs. Ross Baker of Tuolumne was appointed to take charge of the mystery packages at the convention, with proceeds going to the CowBelle scholarship fund.

Mrs. B. H. Hill asked that all groups enter their outstanding activities promoting better understanding of the beef industry in the American National CowBelle public relations contest. She also alerted members to be thinking ahead toward assisting in the special activities in their localities during Farm-City Week—a public relations effort backed by the American National CowBelles.

Following a luncheon at which the CowBelles were guests of the California Cattlemen's Association, Walter Rodman, manager of the California Beef Council, and Joan Linn, public relations director, reviewed work of the council, including distribution of 20 million beef recipes in the past three years and work with home economics classes.

The Mapes Hotel in Reno, Nevada, will be headquarters for the California group during the annual convention Dec. 8-9, with board meetings on the 7th. The Nevada CowBelles and cattlemen will also meet in Reno Dec. 8-9 and Mrs. Peavey urged all members to attend and to secure accommodations early.

MONTANA

The new Montana CowBelle president, Mrs. Karen Voldseth, is steeped in the state's cattle history: her father and grandfather were early-day members of the Montana Stockgrowers Association and Husband George is a former director of the association. She has always lived in the Lennep community except when away at school, and helped organize the Meagher and Wheatland County CowBelles.

A contest among Southeastern Montana CowBelles for the oldest cookbook has brought out one dated 1828 which modestly includes recipes for food, cures for every imaginable physical complaint—and advice on how to hold a husband.

BEEF IS A BARGAIN

yesterday

The real cost of food is what we get for our labor. A decade ago an hour's work bought 2.3 pounds of chuck roast...1.8 dozen eggs...6.5 quarts of milk...9.6 loaves of bread...or 24 pounds of potatoes.



today

Today, just a little more than 10 years later, our hour of work is worth 3.3 pounds of chuck roast...3.6 dozen eggs...8.1 quarts of milk...10.1 loaves of bread...or 29 pounds of potatoes.



From USDA

SALES

OCT.
6
WYO.

WHR Annual Sale Friday, Oct. 6

60 TOP BULLS — MANY
HERD BULL PROSPECTS

Wyoming Hereford Ranch, Cheyenne, Wyo.

Oct.
7
Mont.

ANNUAL N BAR SALE OCT. 7

Our Angus offerings include 50 Registered Bull Calves; 50 Registered Heifer Calves; 250 Commercial Heifer Calves; 25 Bred 2-year-old Heifers; 25 Cows.

N Bar Ranch

Grass Range, Mont.

OCT.
11
NEBR.

BULL AUCTION — Production Tested — OCT. 11

Selling 50 tops from a crop of 100 yearlings picked for type and pedigree, with complete weight and rate-of-gain data available sale day.

F. E. MESSERSMITH & SONS—Registered Herefords
ALLIANCE NEBRASKA

Oct.
21
Nebr.

COULTER HEREFORDS

SALE: SATURDAY, OCTOBER 21

60 big, rugged, coming two-year-old bulls. 100% dwarf free pedigrees.
Sale at ranch 18 miles southwest of Bridgeport, Nebraska.

BERN R. & CALVIN L. COULTER, Bridgeport, Nebraska

NOV.
18
OKLA.

THE CROSSROADS
OF QUALITY

SALE NOV. 18

80 FEMALES

20 BULLS

RAINBOW VALLEY RANCH

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Herbert Chandler

Baker, Oregon

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

Breeds & Shows

SWAFFAR HEADS RECORD GROUP

Paul Swaffar, secretary of the American Hereford Association, was re-elected president of the National Society of Livestock Record Associations at its annual meeting in Kansas City. Representatives from all segments of the purebred livestock industry attended.

PEN BULL SHOW FEATURE AT KANSAS CITY'S 'ROYAL'

\$3,000 in cash will be awarded in the third annual pen bull show at the 1961 American Royal in Kansas City, Oct. 17. All bulls will be shown in groups of three and each carlot must be exhibitor-owned. Individual American Royal exhibits are not eligible.

IOWA 4-H'ER WINS \$500 ANGUS AUXILIARY AWARD

Jo Ann Short, 17, of Adel, Iowa, received the \$500 college scholarship given annually to an outstanding 4-H Club girl making a superior record with Angus calves. The contest is sponsored by the American Angus Auxiliary, made up of wives whose husbands breed Angus beef cattle.

ARGENTINE HEREFORDMAN TO JUDGE IN K. C. SHOW

A prominent Argentine Hereford breeder, Carlos M. Duggan, will judge the Hereford breeding show at the American Royal Livestock Show beginning Oct. 16. A member of a family connected with Herefords in his country for many years, Duggan has judged cattle in this country, Great Britain, Uruguay and Canada.

DENVER AUCTIONS FILL HEREFORD FEMALE NEEDS

To fill the demand for commercial Hereford cows and heifers, the Denver Livestock Exchange, Colorado Hereford Association, American Hereford Association and allied Hereford groups are cooperating in initiating a series of "Hereford Female Belle Ringer Sales." The first will take place Sept. 22; others are set for Nov. 17, Jan. 22 and Feb. 23, all at the Denver yards.

EASTERN NATIONAL SHOW SETS \$52,000 PRIZES

Cash prizes of more than \$52,000 will be offered in the 15th annual Eastern National Livestock Show at Timonium, Md., slated for Nov. 11-16. The event is expected to attract some 1,500 head of livestock from exhibitors in 20 or more states. The greater part of the premium moneys will be awarded in the major beef cattle breeding classes, including Shorthorn, Aberdeen-Angus, Hereford and Devon. Almost 300 of the 1,700 prizes will be awarded to 4-H Club and FFA exhibitors.

American Cattle Producer

CAR 'STEERED' OUT TO MAKE WAY FOR CHAMP

A 15-year-old in Terre Haute, Ind., Robert T. Stephens, Jr., had an idea too big for his back yard, so he transformed the family garage into a "cattle ranch" and raised an Angus steer there. Last month, the 1,163-pound animal won grand championship honors in the 4-H judging at the State Fair in Indianapolis, Ind.

PERFORMANCE REGISTRY GROUP AFFILIATES WITH MAGAZINE

The Magic Circle Stockman, published in Tulsa, Okla., becomes the official publication, with the September issue, of Performance Registry International. The announcement was made by the new president of the group, Wayne Eschelman of Brewster, Wash., following the annual meeting of the executive board in Denver. Editor Robert C. Meade said the magazine staff will be expanded to give better coverage to PRI activities in recording the performance of beef cattle of all breeds and certifying to the records of superior animals.

BEEFMASTER BREEDERS ELECT FIRST SLATE OF OFFICERS

Gentry T. Powell, Sr., of San Antonio has been elected the first president of Beefmaster Breeders Universal. Other officers of the new organization are Walker W. White, Mason, Tex., vice-president; A. E. Hitzfelder, San Antonio, secretary; E. L. Lodge, Kerrville, Tex., treasurer. It was reported that charter members owning more than 3,000 Beefmaster cows joined the new breed group during the first three weeks after memberships were opened; fees and dues are based on size of herd.

PERFORMANCE TESTING IN BEEF CATTLE GROWING

Performance testing in beef cattle in the United States is progressing rapidly.

According to Charles E. Bell, Jr., chief, Animal Industry Branch, Federal Extension Service, there are 3,964 herds, totaling 304,672 cows in this program; the average size herd is 76.9 head.

The southern region of the United States has the largest number of herds and also the largest number of cows enrolled in this work. The north central region ranks second in number of herds, but the West has the second largest number of cows in this program, totaling 104,935. The West also has the largest average size herd with 124.8 cows in the herd.

According to Bell's survey, there are 29 bull-testing stations feeding bulls for rate and economy gain. Total number of bulls tested at these stations is 1,537. Bulls tested under this program on ranches in 1960 totaled 10,935.

18 states are processing records on IBM equipment. 19 states have organized beef cattle improvement associations.

Definitely A "STAND OUT" EVENT!

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INFLUENCE STANDS OUT

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You have a chance to put this WHR INFLUENCE in your herd. 60 top quality bulls, many herd bull prospects — truly a "STAND OUT" EVENT — all with the proper influence. Send now for your catalog and plan to be with us **OCT. 6** for this event.

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Sons of WHR Target 79th
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Those popular Mytilene Onwards

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DEVELOPMENTS in RESEARCH and CHEMICALS

A First In Pour-on Grub Control



RUELENE—We recently visited a purebred Angus place near Las Vegas where cattle are measured by their performance and where their records are strictly tabulated. It was at Dr. Robert Taylor's place about five miles out of Las Vegas, where in the evening you could see the bright lights of the Las Vegas strip. It's in pretty dry country, but a 750-foot well made the Taylor place an oasis of trees and grass—and sleek Angus cattle.

Dow Chemical Co. invited us to see a demonstration of the application of the company's new insecticide, Ruelene, recently okayed by the government after four years of testing.

Application of the insecticide was simple—a cupful (exact amount depends on the animal's weight) was poured on the back of the animal from an ordinary long-handled dipper. The material is absorbed into the animal's circulatory system and exerts its grub-killing action before the larvae can penetrate to the skin to cause hide and carcass damage. In a more diluted form it can be used as a spray.

The insecticide can be used up to 28 days of slaughter of beef animals. It is not recommended for lactating dairy animals or within 28 days of freshening of dairy cattle, but it can be used on dairy heifers.

Results of field testing under practical conditions have commonly given up to 100% control of cattle grubs. It is used after the end of the adult heel fly season up to Nov. 1.

Dow Chemical Co., producers of the insecticide, says that initial full-scale market introduction will be in selected areas on the West Coast, in the Southwest and in the west central states. Cattlemen in other areas interested in getting Ruelene may secure information from the nearest Dow sales office or from the Agricultural Chemicals Sales Department, Midland, Mich.

TLC—Terramycin Liquid Concentrate, formerly available only as a poultry health formulation, is now being marketed by Chas. Pfizer & Co. for use by stockmen. Pfizer spokesmen say the formulation has important disease-

fighting advantages to stockmen against all "oxytetracycline (Terramycin) susceptible micro-organisms." The soluble product, designed for use in water, is highly specific for bacteria, spirochetes, rickettsiae, pleuropneumonia-like organisms and certain of the large viruses and protozoans.

Globe Laboratories, Inc., 42-year-old Fort Worth company producing animal vaccines and veterinary pharmaceuticals, is to become part of the Chas. Pfizer Co.

THIBENZOLE—Thibenzole has been adopted as the Merck trademark for thiabendazole, a new "broad spectrum" anthelmintic effective against a wide range of roundworms and other gastrointestinal parasites. Trials of Thiabendazole have indicated it is active against 13 roundworm species infecting sheep and goats. It is also being evaluated in swine, poultry and man. In recent preliminary trials it has also shown promise against important parasites in cattle and horses.

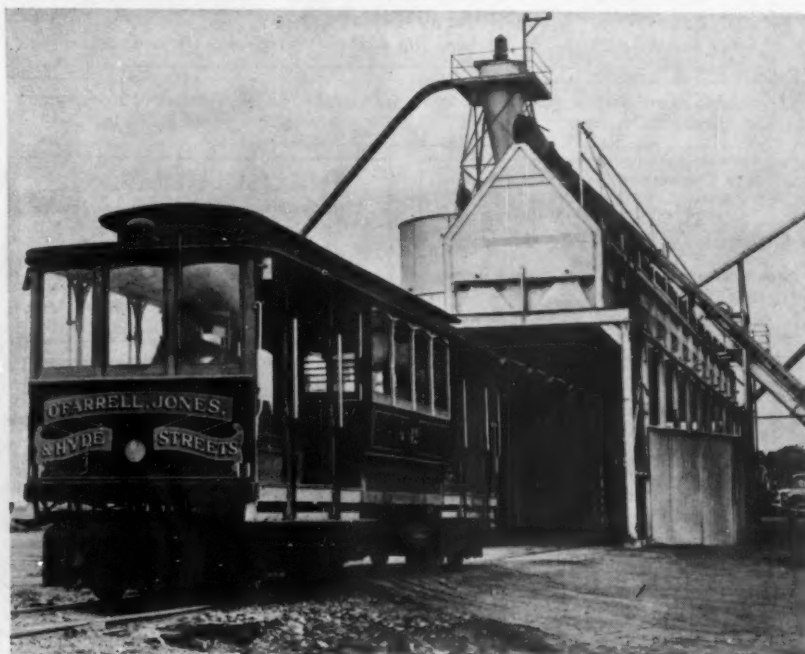
NUTRITION STUDIES—Plans for an expanded research and extension programs in animal nutrition have been announced by Colorado State University officials. The program, with special emphasis on cattle feeding, hinges on two appointments to the CSU staff: Dr. John K. Matsushima, presently in charge of cattle nutrition research at the University of Nebraska, and Dr. James I. Sprague, Jr., currently extension agent in Lenawee County, Michigan. The two men will figure prominently in a cattle nutrition program designed to find answers to problems of Colorado cattle feeders and to extend knowledge gained through research to as many cattlemen as possible.

RAPID FEED TEST—A direct and rapid method of measuring and defining the parts of livestock feed that provide body energy and growth has been devised by a USDA scientist who believes the method can be used to find the nutritive value of feeds in terms of meat or milk production. Dr. Peter J. Van Soest of USDA's Agricultural Research Service, who devised the method, believes it may prove more accurate than present means of determining nutrient value. However, he said, further testing will be necessary. The new method can be used to measure the amount of carbohydrates and usable proteins in feeds, and it may help also in gauging the loss of nutrients in feeds heated excessively during drying.

WILTED SILAGE—Experiments at Iowa State University show that steer calves getting alfalfa-brome silage that has been wilted before it was ensiled

← This relocated cable car takes managers and buyers around the 30,000-head Sinton & Brown feedlot at Santa Maria, Calif. Ruelene gave 93% grub control on cattle tested there in winter of 1960.

American Cattle Producer



NEW PRODUCTS

averaged .8 pound more daily gain per head than similar steers fed direct cut silage from the same fields. And calves getting the wilted silage required 10.8% less feed per pound of gain. When dry roughage was added to the direct-cut silage the weight gains increased, but it also slightly increased the amount of feed required per pound of gain. Dry roughage added to the wilted silage reduced gains and feed efficiency.

BRUSH CONTROL—A quick, easy method of controlling brush in pastures and rangeland is now available east of the Rockies and is recommended in Arizona and New Mexico for control of alligator juniper. This registration for the pelleted "Dybar" fenuron weed and brush killer has been accepted by the federal authorities. "Dybar" has been used commercially as a brush killer since 1958 but use in most areas has been restricted to non-cropland locations, such as rights-of-way and fence rows.

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BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA

USDA Continues Screwworm Attack

The USDA in mid-August said efforts to eradicate a localized outbreak of screwworm in northern Florida in June were continuing. Major part of these efforts is the weekly release by air of a million sterile male screwworm flies into a 1,000-square-mile area of northwestern Florida and southeastern Alabama.

Stockmen were credited with detecting and reporting the June outbreak, and the department urges them to continue keeping their animals under close inspection and to report any infestations.

Eradication involves mass rearing and dispersal of screwworm flies made sexually sterile by exposure to gamma rays of cobalt-60. Eggs from native female flies that mate with the sterile males are infertile. Continued release of sterile flies into an infested region reduces the native screwworm population to zero.

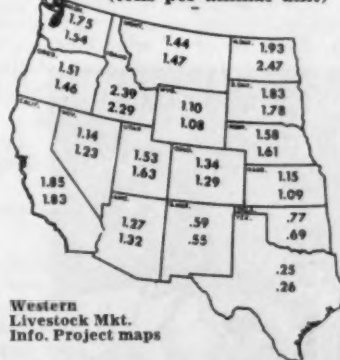
Florida, Alabama and Georgia co-operate with the USDA in the fight against the pest.

Screwworms also infest areas of the Southwest. In San Angelo, Texas, members of the Texas Animal Health Council recently decided (1) to set up a foundation to handle producer funds for use in eradicating the screwworm, (2) to publicize the advantages of eradicating the pest, (3) schedule a conference of Louisiana, Oklahoma and New Mexico agricultural leaders to secure cooperation in an eradication campaign, and (4) to promote legislation to support a southwestern screwworm eradication program.

Sign on a London butcher shop: "We Make Sausage for Queen Elizabeth." Sign on the shop next door: "God Save The Queen."

PROSPECTIVE HAY SUPPLY

(tons per animal unit)



Western
Livestock Mkt.
Info. Project maps

NOTE: This map, published in the August American Cattle Producer, was incorrectly captioned. The top figure shows supply this winter; the bottom figure shows the supply last winter.

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"And what will you do when you grow
up to be a great big girl?"
Smart child: "Reduce."

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32-pages of information on how to
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you how to win suc-
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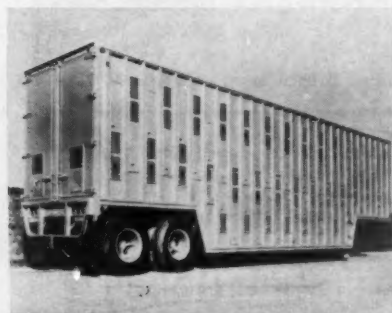
Mail: American Angus Ass'n, St Joseph, Mo.

NEW PRODUCTS

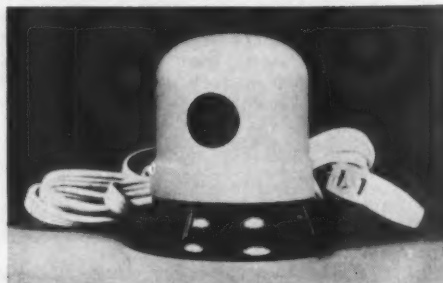
for ranch and feedlot



BEAUTY TO BOOT—Janie Green, 1961 Ranch Sweetheart of Texas Christian University in Fort Worth, and Larry Dawson, former TCU football star and rodeo cowboy, model new type western boots: six-inch "shorties" by Nocona Boot Co.



LIVESTOCK LIMOUSINE—The "converta-van", a 40-foot "possum belly" trailer developed by Highway Trailer Industries, Inc., can be converted from livestock van to dry cargo transport. Air vents in the trailer have individual weatherproof covers which slide up and down on aluminum tracks.



THE LIGHT TOUCH—"Port-O-Trol", a portable photo-electric switch will turn on a lamp at dusk, then turn it off at sunrise when placed by a window. Urban lights keep prowlers away . . . rural lights are a sign of welcome. Selling for \$14.95, switch is available from Seville Products Co., Lansing, Mich.



FODDER FEEDER—This "green chopped" feeder, manufactured by Scottdel, Inc., Swanton, Ohio, conveys shredded feed from hopper and deposits it into feed bunk at the required depth. Tube may be rotated to fill a divided bunk. Feeder will handle green chopped feed, haylage, silage, and ground feeds.



PELLET PISTOL—This automatic gun has been developed for implanting Di-BESTrol "C" pellets. A plastic, self-hopper bottle containing 500 implants fits onto the barrel.

LIQUID LOADER—Transportation of fuels, liquid fertilizers, water, and other fluids is made possible with "utility tanks," manufactured by Goodyear Tire and Rubber Co. Made of woven nylon fabric impregnated with rubber, the tanks range in capacity from 60 to 350 gallons.

American Cattle Producer



FEEDLOT TALK

ON-FEED COUNT FROM AIR



Nebraska's agricultural statisticians use airplanes in making up their cattle-on-feed reports. Once a year they rent a plane and fly over the feeding areas looking for new feedlots. After landing, the new lots are visited and the operators are asked to cooperate on the cattle-on-feed report. State estimates are sent to Washington where they are reviewed and combined into a national report by the Crop Reporting Board.

The growing importance of cattle feeding in the Southeast is the reason the American National Cattlemen's Association recently urged before a congressional committee expansion of cattle-on-feed reports in certain southeastern states. A six-state report shows that on Jan. 1, 1961, Alabama had 38,000 cattle on feed, up 6% from the year before; Florida had 62,000, up 35%; Georgia 59,000, up 7%; Louisiana 15,000, down 25%; Mississippi 25,000, no change; Tennessee 38,000, down 10%. The area total was 237,000, up 6%.

The cattle feeders division of the Texas and Southwestern Cattle Raisers

Association has put out its first "Texas Feedlot Report," a weekly release which will give cattle-on-feed numbers, slaughter sales, feeder purchases, dressed meat prices. The report is based on information direct from feeders. The goal is to have 40 feedlots (estimated to represent 75% of the cattle fed in Texas) report information.

Mississippi is getting its first commercial feedlot. Copiah Milling and Livestock Feeding Co. will build a commercial cattle lot at Hazelhurst. The lot will accommodate about 5,000 head at one time. Establishment of the lot came about as a result of a study by a special committee named by Gov. Ross Barnett to look into the feasibility of feedlots in the state which has been sending all of its cattle out of the state for fattening.

A spokesman for the South Dakota Livestock Expansion Foundation said the group's 20-year goal is to double the number of livestock fed in South Dakota to use more of the state-grown crops which, together with livestock, are now sold principally to out-of-state feeders.

FOREIGN LIVESTOCK NOTES

MORE CANADIAN CATTLE

Total cattle numbers on Canadian ranches and farms were 12.2 million head as of June 1, according to USDA. The biggest increase was in the western provinces where beef cow numbers rose 7%—which of course means a further increase in beef cattle and calf numbers next year.

Canada Department of Agriculture geneticists have turned to mice to save time in their livestock breeding studies. "Laboratory mice," says Dr. J. A. Newman of the department, "quickly provide information on the inheritance of particular traits and on the best method of improving them." He says results of animal breeding research on mice are as applicable to farm livestock in general as are results from any particular strain of farm livestock. "Perhaps the greatest advantage of the mouse in experimental animal breed-

ing," Dr. Newman says, "is that in one year five generations may be produced. This would take 12 to 15 years with cattle."

GUATEMALA

A private bank in Guatemala has made \$500,000 available for loans to cattlemen there who want to import breeding cattle from United States or Canada.

NEW ZEALAND

Sheep numbers in New Zealand set a new record on June 30—47.8 million head. It was 47.1 million a year earlier. Numbers have increased each year since 1948, with the biggest expansion from 1953 through 1958. The country is the world's largest exporter of lamb but only a small part of exports goes to the United States although large quantities of carpet wool come in from New Zealand, says USDA.

N BAR'S ANGUS PRODUCTION SALE OCTOBER 7 OFFERS THE FOLLOWING



- 50 REGISTERED BULL CALVES
- 50 REGISTERED HEIFER CALVES
- 250 COMMERCIAL HEIFER CALVES
- 25 BRED TWO-YEAR-OLD HEIFERS
- 25 COWS

The cattle are in excellent condition.

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Last Roundup

Dr. C. R. Watson: At Mitchell, Nebr., Dr. Watson, 75, died following a heart attack last month. He was one of the state's best known practicing physicians and cattlemen; he had been a surgeon for 55 years, was active in many phases of community life, was a past president of the Nebraska Stock Growers Association. A native of Kentucky, he first came to Nebraska in 1908, left later to accept a three-year fellowship at the Mayo Clinic in Rochester, Minn., and returned west in 1916 to stay. In 1917 he started ranching in the Sandhills, adopting the Lazy 17 brand. He was very well known in the American National Cattlemen's Association, of which he was a long-time member, and attended most of the annual conventions after he joined.

Ray Sprengle: The field representative for the American Hereford Association, who resided at Steamboat Springs, Colo., died last month in Nebraska at age 52 while on a field trip. Death was caused by complications following an appendix rupture. He had been with the breed association since 1947.

Jay Webb: Mr. Webb, one of the better known ranchers of Arizona, passed away Aug. 8 in Phoenix. He was 75, the father of Milton D. Webb, of Phoenix, a member of the American Cattlemen's Association's executive committee and a former president of the Arizona Cattle Growers Association.

New Regulation Requires Branding of Foreign Meat

USDA's meat inspection division has issued a memorandum covering identification of imported products, as follows:

"Packaged meat of foreign origin which is repackaged under federal meat inspection shall be identified as to country of origin on the new package.

"When meat in carcass form of foreign origin is separated into wholesale or retail cuts under the inspection, such cuts shall be branded or otherwise marked to show the country of origin adjacent to the marks of inspection."

It should be noted that this memorandum evidently does not require identification of "manufacturing" beef which is our heaviest beef import item.

31 States Now Infested With Face Fly

The Aug. 11 issue of Cooperative Economic Insect Report says that face flies were first collected in Albany County, Wyo., during the week ending July 28 and that some were found on livestock in Goshen County the week ending Aug. 4. Three other states—South Dakota, Georgia and South Carolina—have become infested with this pest

NAMES in the Livestock NEWS

DeGraff Resigns

President Fred Dressler announced early this month that he had "reluctantly accepted" the resignation of Dr. Herrell DeGraff as economic research consultant for the American National Cattlemen's Association.

The noted Cornell University professor served the association through its fact-finding committee for nearly four years and authored a popular reference book, "Beef, Production and Distribution."

Prof. DeGraff wrote President Dressler that other duties and a heavy teaching load had made it difficult to continue serving the widespread studies and speaking demands of the association and its 140 affiliates.

On behalf of the association membership, President Dressler expressed "great appreciation for the excellent service Dr. DeGraff has rendered the cattle industry."

Chairmen John Guthrie and John Marble, marketing and fact-finding committees, joined Dressler in expression of regret at DeGraff's resignation and appreciation for his services.

Included among career employees named to top posts in the Agricultural Marketing Service are **Roy W. Lennartson**, the deputy administrator, who becomes associate administrator, and **Harold F. Breimyer**, until recently a staff member of the President's Council of Economic Advisers and before that an agricultural economist with AMS, who has been named economist in the office of the administrator.

Gilbert G. Watson, who has been a livestock buyer for Armour & Co. for 16 years, has been appointed manager of ranch breeding agreements, cattle procurement and feedlot testing for Beef Cattle Improvement Research, sponsored by Armour. He will work from the BCI headquarters at 1101 S. Garrison St., Denver, Colo.

Rex Messersmith, Yankton, S. D., former president of the Junior American National Cattlemen's Association, has become the executive secretary of the South Dakota Auction Market Association and will divide his time between that post and one with the Minnesota Auction Market Association.

Glenn O. Haugen, a native of North Dakota and animal husbandry graduate of the state university in Fargo, has been appointed editor of the North Dakota Stockmen's Association magazine, Bar North, in Bismarck.

for the first time in 1961, making a total of 31 states now infested by face flies.



Sept. 15-19—American Meat Institute meeting, Chicago.
Sept. 21—Brucellosis Study Committee, Denver.
Oct. 13-22—American Royal Livestock Show, Kansas City, Mo.
Oct. 25-27—Florida Cattlemen's Assn., Lakeland.
Nov. 5-7—Idaho Cattlemen's Assn., Pocatello.
Nov. 9-11—Oregon Cattlemen's Assn., Pendleton.
Dec. 4-6—Utah Cattlemen's Assn., Salt Lake City.
Dec. 6-7—Oklahoma Cattlemen's Assn., Oklahoma City.
Dec. 7-9—Arizona Cattle Growers, Phoenix.
Dec. 8-9—Joint California Cattlemen and Nevada State Cattle Assn., joint meeting, Reno, Nev.
Jan. 2-6—Arizona National Livestock Show, Phoenix.
Jan. 11-12—Mississippi Cattlemen's Assn., Jackson.
Jan. 12-20—National Western Stock Show, Denver.
Jan. 24-27, 1962—American Natl. Cattlemen's Assn. Convention, Tampa, Fla.

FEDERALLY INSP. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
July 1961	1,627	341	4,320	1,126
June 1960	1,592	374	4,304	1,113
7 mos. 1961	11,362	2,732	36,991	8,711
7 mos. 1960	10,880	2,827	35,918	7,814

COLD STORAGE HOLDINGS

	(Thousands of pounds)				
	July 1961	June 1961	July 1960	Avg.	
Frozen Beef	150,178	144,344	135,454	120,634	
Cured Beef	11,424	11,026	10,126	10,696	
Total Pork	187,480	239,780	294,242	245,374	
Frozen Veal	8,959	10,508	7,742	9,177	
Lamb & Mutton	24,778	26,014	13,178	11,667	

WHOLESALE MEAT PRICES

	(Chicago)	
	Aug. 24, 1961	Aug. 25, 1960
Beef, Choice	\$38.00 - 41.00	\$38.50 - 43.00
Beef, Good	37.50 - 40.00	38.00 - 42.00
Beef, Std.	36.50 - 39.00	34.50 - 38.50
Veal, Prime	53.00 - 57.00	50.00 - 53.00
Veal, Choice	49.00 - 53.00	47.00 - 50.00
Veal, Good	42.50 - 50.00	41.00 - 48.00
Lamb, Choice	37.00 - 40.00	39.00 - 45.00
Lamb, Good	37.00 - 40.00	38.00 - 42.50
Pork Loin, 8-12#	43.50 - 46.00	43.50 - 46.50

CHICAGO LIVESTOCK PRICES

	Aug. 24, 1961	Aug. 25, 1960
Steers, Prime	\$23.50 - 25.75	\$25.00 - 26.50
Steers, Choice	22.50 - 24.75	23.00 - 25.50
Steers, Good	22.00 - 24.00	21.25 - 23.50
Steers, Std.	21.50 - 22.75	20.00 - 21.50
Cows, Comm.	14.25 - 17.00	13.00 - 15.75
Vealers, Gd.-Ch.	—	22.00 - 25.00
Vealers, Std.	—	17.00 - 22.50
F. & S. Steers, Gd.-Ch.	—	21.00 - 27.50
F. & S. Steers, Cm.	—	18.00 - 21.50
Hogs (180-240#)	18.00 - 18.85	15.75 - 16.50
Lambs, Gd.-Ch.	17.00 - 18.50	16.00 - 20.00
Ewes, Gd.-Ch.	4.00 - 5.00	3.75 - 5.00

Cecil Edwards of Prineville, Ore., secretary of the Oregon Cattlemen's Association, has been named secretary of the state agriculture interior committee and will move to Salem in the near future to assume his new duties.

Joe W. High, Jr., has been appointed superintendent of the Iberia Livestock Research Station at Jeanerette, La. High succeeds **S. L. Cathcart**, who retired July 1 after more than 30 years of USDA service.

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